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## Predicting the market demand for an innovation based on the concept of social contagion

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*Document Version*

Publisher's PDF, also known as Version of record

*Publication date:*

2009

[Link to publication in University of Groningen/UMCG research database](#)

*Citation for published version (APA):*

Langley, D. J. (2009). *Predicting the market demand for an innovation based on the concept of social contagion*. [Thesis fully internal (DIV), University of Groningen]. TNO Information and Communication Technology.

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# Predicting the Market Demand for an Innovation Based on the Concept of Social Contagion

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*Predicting the Market Demand for an Innovation  
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*Publisher*

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[www.tno.nl](http://www.tno.nl)

ISBN: 978-90-367-4053-1

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RIJKSUNIVERSITEIT GRONINGEN

Predicting the Market Demand for an Innovation  
Based on the Concept of Social Contagion

Proefschrift

ter verkrijging van het doctoraat in de  
Economie en Bedrijfskunde  
aan de Rijksuniversiteit Groningen  
op gezag van de  
Rector Magnificus, dr. F. Zwarts,  
in het openbaar te verdedigen op  
donderdag 10 december 2009  
om 16:15 uur

door

**David John Langley**

geboren op 5 september 1966  
te Swaffham, Engeland

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To Mirjam

The financial support of TNO, the Netherlands Organisation for Applied Scientific Research, KPN, the Dutch telecommunications company, and Rabobank, the Dutch financial services provider, for this research is gratefully acknowledged.